

Client Case Study: Hiatus Cheesecake



Industry: Bakery
Location: Baltimore, MD

Our Role

Founder Matthew Featherstone started baking with his mom. He tried cheesecake for the first time, instantly fell in love and decided to make it by himself. In 2016, he launched Hiatus Cheesecake, encouraging customers to "escape with every bite." The company sells over 10 flavors nation-wide through wholesale, direct to consumer, and in store. In 2021, Matthew joined forces with Branden Wiles to accelerate business growth. The company most recently landed a deal with Kroger to sell its mini cakes after being a finalist in the Kroger Go Fresh and local supplier accelerator competition.

Hiatus Cheesecake requested Loyola Consulting Group at Loyola University Maryland, Inc. support in SEO and marketing initiatives.

Solution

LCG worked with Hiatus Cheesecake to develop strategies to increase email list via brand awareness ads and website traffic ads, research mechanisms/platforms for maintaining and tracking organic traffic and SEO key performance indicators, and optimize internal linking structure as well as increase conversions and visitor time on pages. The team created content for Instagram, TikTok, and LinkedIn, increasing profile visits by 72% and reach by 42%. LCG also generated a list of KPI SEO tracking platforms and store locator softwares with strategic recommendations.

LCG Team Composition

Consultant - Sophia Pulskamp

Analysts - Allison Mitchell, Juliet Weiss, Maria Blangiforti, Ethan Rafi, Grace K. Bridges, Yawm Pam

Business Results



Posted 4 times per week on Instagram, Facebook, and LinkedIn to create brand awareness and foster a loyal following



Aggregated a list of 7 KPI SEO tracker websites and made strategic recommendations



Researched 5 store locator softwares and provided insight for web enhancements

